

The Great Lakes Great Apple Crunch, the USDA Farm to School Census, and the WI Farm to Cafeteria Video Project

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Wisconsin Farm to School

Department of Agriculture, Trade and Consumer Protection

October 20, 2015 | Three opportunities to tell *your* farm to school story!

In today's Wisconsin Farm to School newsletter, you will find:

- [The Great Lakes Great Apple Crunch](#)
- [The USDA Farm to School Census - Stand up and Be Counted!](#)
- [WI Farm to Cafeteria Video Project](#)
- [Farm to School Media Mentions](#)

The Great Lakes Great Apple Crunch



Happy National Farm to School Month! The Great Lakes Great Apple Crunch is LESS THAN TWO DAYS AWAY - Are you ready to Crunch?

We are so excited that **more than 148,000 students, and an additional 49,000+ adults from over 434 schools in 137 school districts have registered to CRUNCH** in Wisconsin! As we approach the big day, here are a few reminders as to how we can make sure this CRUNCH is heard around Wisconsin.

- **Share Your Story with local press!** Be sure to let local newspaper and television reporters know about your event by sending a press release or invitation to join your event. Use your Apple Crunch event as a great way to share the message about your farm to school programs and Farm to School Month! (TIP: There is a template press release in the CRUNCH Guide you previously received.)
- **Share Your Story on social media!** We want to see and hear students from all across Wisconsin as they crunch into local apples on Thursday, October 22nd. Get out your cameras, smartphones, or video cameras and take a crunch byte from your school to share with others across the region and the country. Be sure to share your crunch byte photo, video or sound clip on the Great Lakes Great Apple Crunch Facebook Page at www.facebook.com/GreatLakesGreatAppleCrunch. You can also use the hashtags **#WIAppleCrunch**, **#WIf2s**, **#F2SMonth** and **#FoodDay2015** to share your images on Twitter, Instagram and Facebook. Make sure to have appropriate school photo release forms for any students featured in your photos.
- **Remember to participate in the Garden Contest!** Contest photos must be shared to the [Great Lakes Great Apple Crunch Facebook page](#) with the hashtag **#WIAppleCrunch** or emailed to WIFarmtoSchool@wisconsin.gov by midnight on Nov. 26, 2015. Finalists will be selected by McKay Nursery and announced in the beginning of February 2016 on the [McKay Nursery Facebook page](#). The public will vote for their favorite finalist on the McKay Facebook page by “liking” their favorite finalists. The three Finalists with the most “Likes” will be named as contest winners and announced in the WI Farm to School Newsletter and on the McKay Nursery Facebook page by March 2016. The three winning schools will win Fruit Packages to be shipped in the Spring 2016. All Wisconsin schools with a school garden or ability to plant edible perennial plants on school property are eligible to apply. Fruit Package prizes must be used on school grounds.*Fruit Package will consist of available products in spring 2016.

Join us at noon on Thursday, October 22, 2015

GREAT LAKES GREAT APPLE CRUNCH



The USDA Farm to School Census - Stand up and Be Counted!



Early Results are In!

Agriculture Secretary Tom Vilsack today announced [preliminary Farm to School Census data](#) for school year 2013-2014 that indicate strong farm to school programs can increase the number of students purchasing school breakfast and lunch, improve consumption of healthier foods at school, and reduce plate waste. Census data also indicate that schools purchased nearly \$600 million worth of food locally in school year 2013-2014, a 55 percent increase over school year 2011-2012 when the first Farm to School Census was

conducted, creating new marketing opportunities for farmers and ranchers in their communities.

In Wisconsin, 534 school districts (out of 775 total districts) responded! That's a 69% response rate – not shabby, but we can do better!

STAND UP AND BE COUNTED

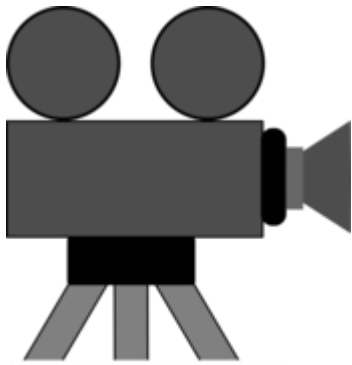
Now is the time to be counted! If you are a food service director or responsible for your district's food purchasing – please make sure that you use the link below to make sure you are counted.

The Census results can be accessed online at farmtoschoolcensus.fns.usda.gov.

School districts have an opportunity to review or submit updated information regarding their farm to school practices through November 20, 2015. Final Farm to School Census results will be released in early 2016.



WI Farm to Cafeteria Video Project



Calling all WI Farm to Cafeteria partners – students, teachers, food service professionals, farmers, and community partners!!

We want to showcase all of the amazing farm to cafeteria work in Wisconsin at the [2016 National Farm to Cafeteria Conference](#), June 2-4, 2016 in Madison, WI, and **WE NEED YOUR HELP!**

Pull out your camera, tablet, or smart phone and record a short video (2 minutes or less) describing and illustrating the great farm to cafeteria work that you are doing! Just three steps separate your school from being featured at the National Farm to Cafeteria Conference.

1. **Film** your favorite farmer delivering local squash, school food service staff filling the salad bar with lettuce from the school garden, or students singing about vegetables.
2. **Interview** a farm to school champion or two about how farm to school impacts your school and community. Use the questions below to help get the juices flowing.
 - What is WI farm to school?
 - Why do you love farm to school?
 - How does WI Farm to School impact your school or community?

3. **Submit film footage to Beth Hanna at beth@communitygroundworks.org**

We hope to see your farm to cafeteria project on the big screen in June!

Questions? Contact Beth Hanna at beth@communitygroundworks.org or 608-240-0409

Farm to School Media Mentions

[Nelson and Pade, Inc., the Most Trusted Name in Aquaponics, Donates Lettuce to Area Schools](#) - October 15, 2015 PRWeb.com



Nelson and Pade, Inc.® is proud to celebrate National Farm to School Month by sharing their fresh lettuce - grown without pesticides, herbicides or chemicals - with the 8 public schools located in the Marquette County school districts.

FOR MORE INFORMATION, contact DATCP's Sarah Elliott at 608-224-5046 or sarah.elliott@wisconsin.gov.